

My name is Alex Whitmore and I am a musician and song writer. I have recorded and released 4 CDs to date. We have one community radio station that only plays my genre of music 2 hours a day 5 days a week. This is for the whole Dallas/Ft Worth area. I feel shut out most of the time because the large commercial radio stations are totally inaccessible to independent artists.

I play 3 to 4 nights a week. I have had limited airplay on the "mom and pop" radio stations around Texas. I feel like if I have more access to radio my following would increase significantly. I write songs about Texas, but my songs get played much more overseas than right here in Texas. It is strictly because there are just a few stations that are willing to play independent artists.

I went through regional radio promotion with my last CD. Most of the larger radio stations never even took the CD out of the package. This was after repeated calls and check ups by my promoter. Most of the "clear channel" radio only play 15 or 20 songs on their playlist....over and over. They are not interested in helping out unsigned artists.

My songs get limited airplay on Kera and Knon here in the DFW area, but the shows are few and far between that host my kind of music.

Khyi is the only station that has any of the local artists on their rotations. The ones that get that far have a significant following in the area.

I resent the fact that people on a board somewhere in New York make the decisions about what is played on our local stations. It is big business and the emphasis is on making the money and not particularly serving the needs of the local listeners.

People should be exposed and at least have a chance to know that there is more music out there than just what Clear Channel Pop radio has to offer. If people hear a song 15 to 20 times a day, no matter how bad it is, they can't get it out of their head. Pretty soon they think they like it. Big radio has discovered that this sells things. It would be a step in the right direction if local stations could make their own decisions about what goes on the air.

I don't have any direct experience with Payola, but even in the smaller stations favors are given such as free tickets to music events, sponsorships for festivals etc. It is very hard to not play the artist when you are giving away those tickets and labels are paying for the adds for the shows. I'm not sure where the line should be drawn. It is very hard to regulate. Perhaps the FCC could allow certain forms of promotional funding to the radio station has a good record for exposure to new artists.

I hate Voice tracking and I refuse to listen to those shows.

I like the idea of Low Power FM radio

Thank you for allowing me to comment on these issues. Alex Whitmore
<http://www.2aw.com>

